



# Clean Long Beach Initiative

**City Council Study Session - July 13, 2021**

# Background and History

## **FY 16**

- Public Works directed to develop and implement the Clean Team
- Emphasis on improving aesthetics in neighborhoods, services as follows:
  - Collect illegally dumped items
  - Homeless encampment cleanups
  - Scheduled bulky item collection
  - Litter abatement

## **FY 17**

- Clean Long Beach Initiative

## **FY 19**

- Homeless encampment cleanups at park sites added

## **FY 20**

- Graffiti Abatement

# Clean Long Beach Initiative Action Items

## Operational Efficiencies

Action Items	Results
<ul style="list-style-type: none"><li>• Review Illegal Dumping Action plan</li></ul>	<ul style="list-style-type: none"><li>• Enhanced staffing</li><li>• Distribution of “No Dumping” signs available to residents</li><li>• Increased opportunities for legal disposal of waste<ul style="list-style-type: none"><li>○ HHW</li><li>○ Bulky item collection</li></ul></li><li>• Ongoing hotspot mapping of illegally dumped items</li><li>• Enforcement options</li><li>• Public outreach</li><li>• Mattress Collection</li></ul>

# Clean Long Beach Initiative Action Items

## Operational Efficiencies

Action Items	Results
<ul style="list-style-type: none"><li>• Review City's current cleaning efforts</li><li>• Review Clean Team Resources</li><li>• Review citywide trash bin locations – opportunities to add/replace bins</li><li>• Review graffiti contract and resources</li></ul>	<ul style="list-style-type: none"><li>• Staffing increases</li><li>• Surveyed over 1,000 public litter container locations</li><li>• Ongoing evaluation for additional litter container locations</li><li>• 99% of graffiti abated within 48 hours</li></ul>

# Clean Long Beach Initiative Action Items

## Community Partners

Action Items	Results
<ul style="list-style-type: none"><li>• Work with Long Beach Transit</li><li>• Work with BIDS citywide</li><li>• Consider regular/revolving volunteer corps</li><li>• Litter Free Long Beach campaign to include schools</li><li>• Explore informational marketing campaign</li><li>• More neighborhood cleanups</li></ul>	<ul style="list-style-type: none"><li>• Weekly bus stop maintenance and expanding level of service<ul style="list-style-type: none"><li>○ LB Transit 450 hours a week</li></ul></li><li>• Volunteer and neighborhood cleanups<ul style="list-style-type: none"><li>○ Neighborhood cleanups have resumed; 92 cleanups in FY 21</li><li>○ Adopt-A-Beach, Adopt-A-Street, Wetland Warriors, Earth Day Cleanup, California Coastal Cleanup, Conservation Corps of Long Beach, Los Cerritos Wetlands Stewards</li></ul></li><li>• Building community partnerships<ul style="list-style-type: none"><li>○ LBUSD renewed school program</li></ul></li><li>• Can Your Butts campaign</li><li>• Polystyrene Ban</li><li>• LB Recycler direct mailer</li></ul>

# Clean Long Beach Initiative Action Items

## New Initiatives

Action Items	Results
<ul style="list-style-type: none"><li>• Improving freeway on-ramp and off-ramp cleanliness</li><li>• Locked dumpster policy</li><li>• Explore empty private lot ordinances</li></ul>	<ul style="list-style-type: none"><li>• In discussion with Caltrans to establish MOU for cleanups of offramps located within City limits</li><li>• Engineering developed GIS mapping of freeway on-ramp and off-ramps</li><li>• Ran a locked dumpster pilot program</li><li>• Started new multi-departmental deep cleaning effort</li><li>• Developed new “Vacant Lot” Ordinance</li><li>• LBMC 18.21 &amp; 18.29 – mitigate blight, health and safety concerns, and encourage economic development</li></ul>

# Clean Long Beach Initiative Action Items

## Technology

Action Items	Results
<ul style="list-style-type: none"><li>• Modernize GoLongBeach App</li><li>• Provide Customer Relationship Management (CRM) implementation information</li></ul>	<ul style="list-style-type: none"><li>• New GoLongBeach app – implemented new CRM, Salesforce, workorder integration</li><li>• Technology and Innovation constantly evaluating ways to improve GoLongBeach customer experience</li><li>• Developed patch between GoLongBeach and Mobile Workforce Management system</li><li>• Upgraded Refuse Hotline telephone system</li></ul>

# Clean Long Beach Initiative Action Items

## Enforcement

Action Items	Results
<ul style="list-style-type: none"><li>• Review shopping cart theft technology</li><li>• Proactive code enforcement</li></ul>	<ul style="list-style-type: none"><li>• Abandoned shopping carts – retrieval company used, significant decrease in complaints</li><li>• Code Enforcement partnered with Clean Team</li><li>• Over 120 litter citations issued in FY 20</li></ul>



# Clean Team Budgeted Position Total by Fiscal Year

Fiscal Year	New FTE	Total FTE	New Classifications Added
FY 16	10.5	10.50	Initial Staffing: General Superintendent, Clerk Typist, Refuse Supervisor, Refuse Operators, Maintenance Assistants, Clean Long Beach Superintendent
FY 17	4	14.50	Refuse Operators
FY 18	11	25.50	Customer Service Representatives, Maintenance Assistant, Refuse Operators
FY 19	0	25.50	
FY 20	6	31.50	Supervisor of Waste Ops, Refuse Operators, Admin Aide II
FY 21*	20	51.50	Refuse Operators/Maintenance Assistants (Non-Career)

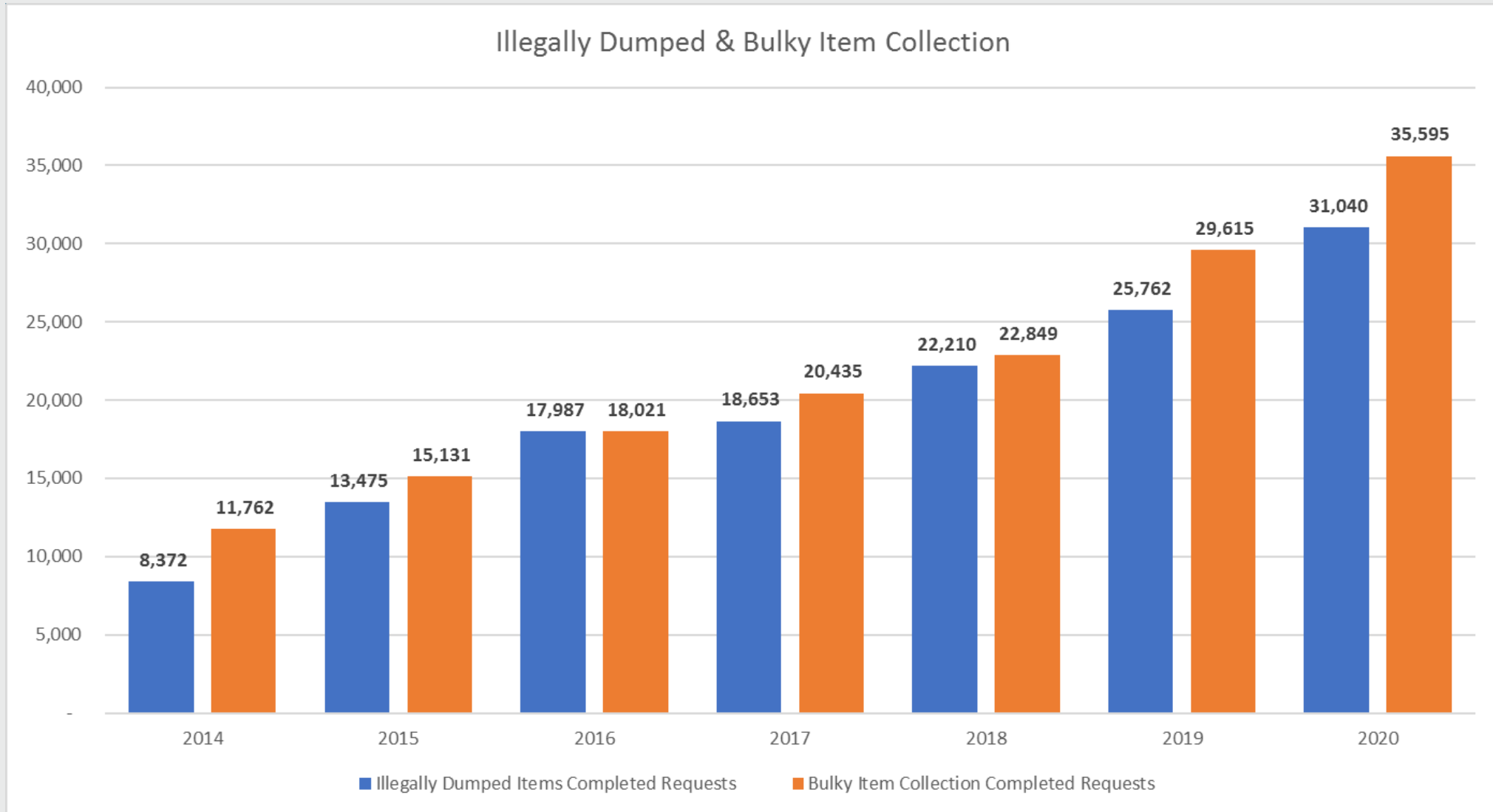
\*Positions will be funded with ARPA funds

## Clean Team Crew Responsibilities

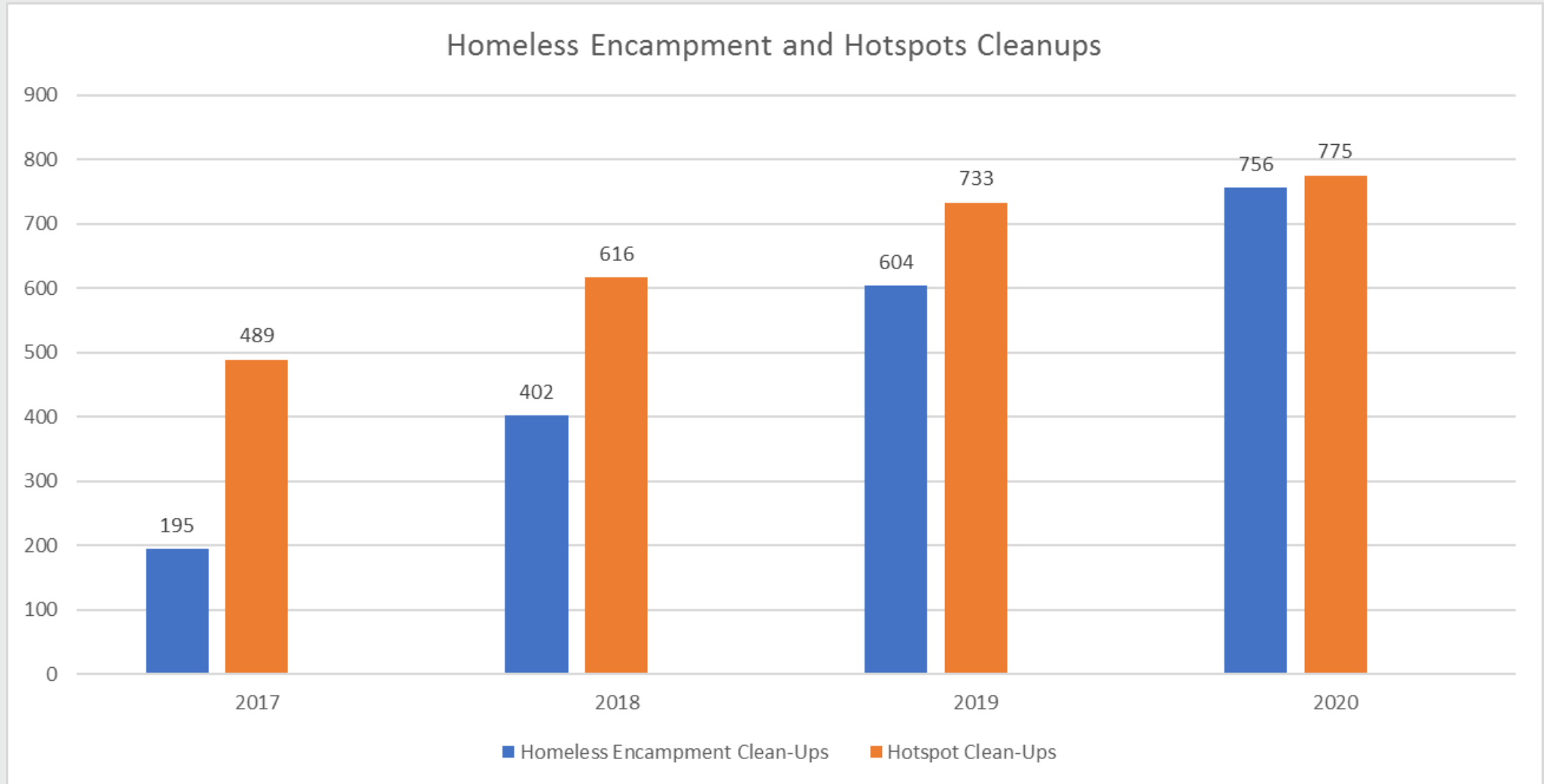
- Illegally dumped item collection
- Mattress collection
- Bulky item collections
- Homeless encampment cleanups
- E-Waste, white goods & tire collections
- Deep cleanings
- Graffiti abatement
- Litter abatement



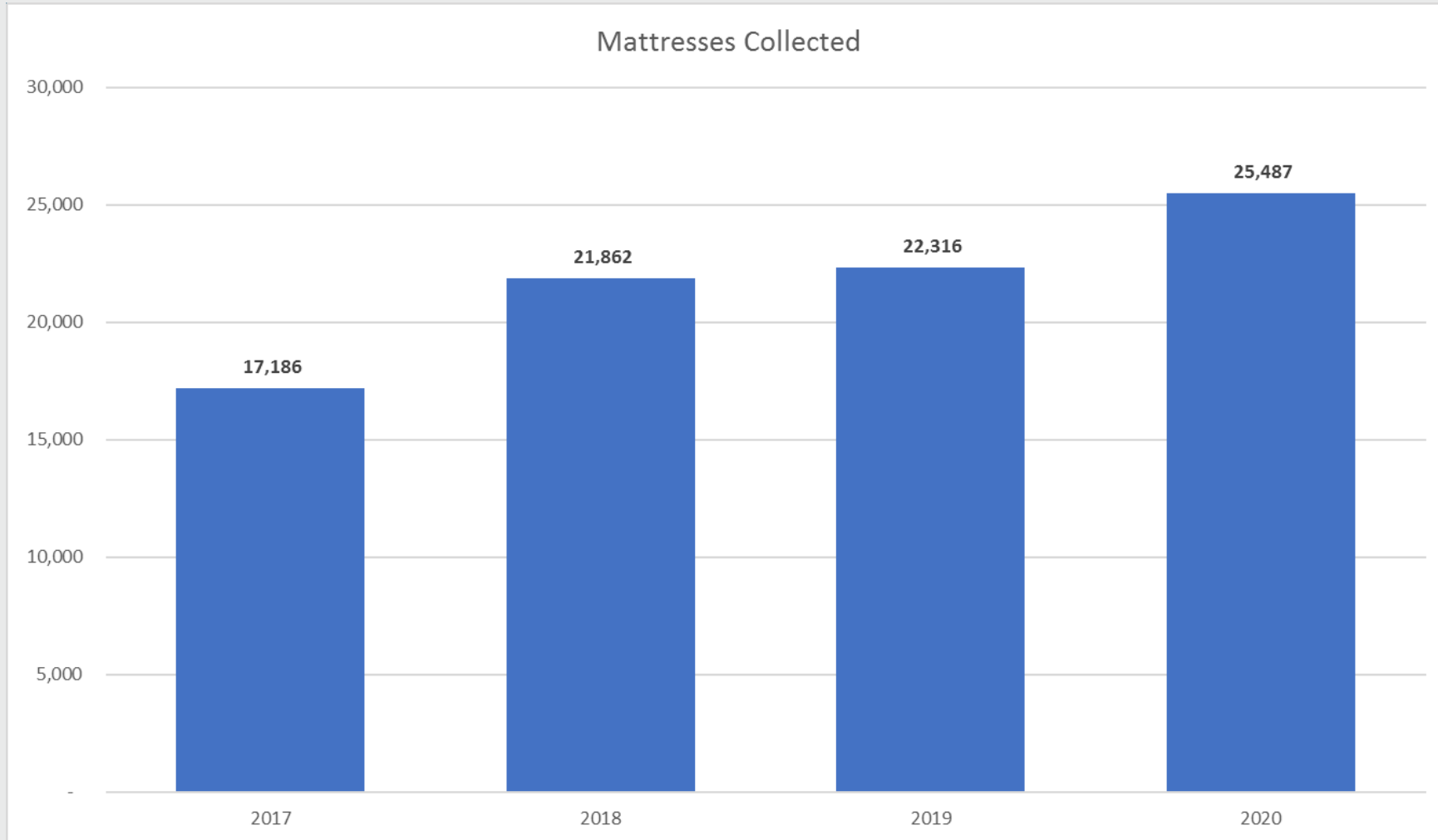
# Clean Team – Bulky Item and Illegally Dumped Item Collection



# Clean Team – Homeless Encampment and Hotspot Cleanups



# Clean Team – Homeless Encampment and Hotspot Cleanups



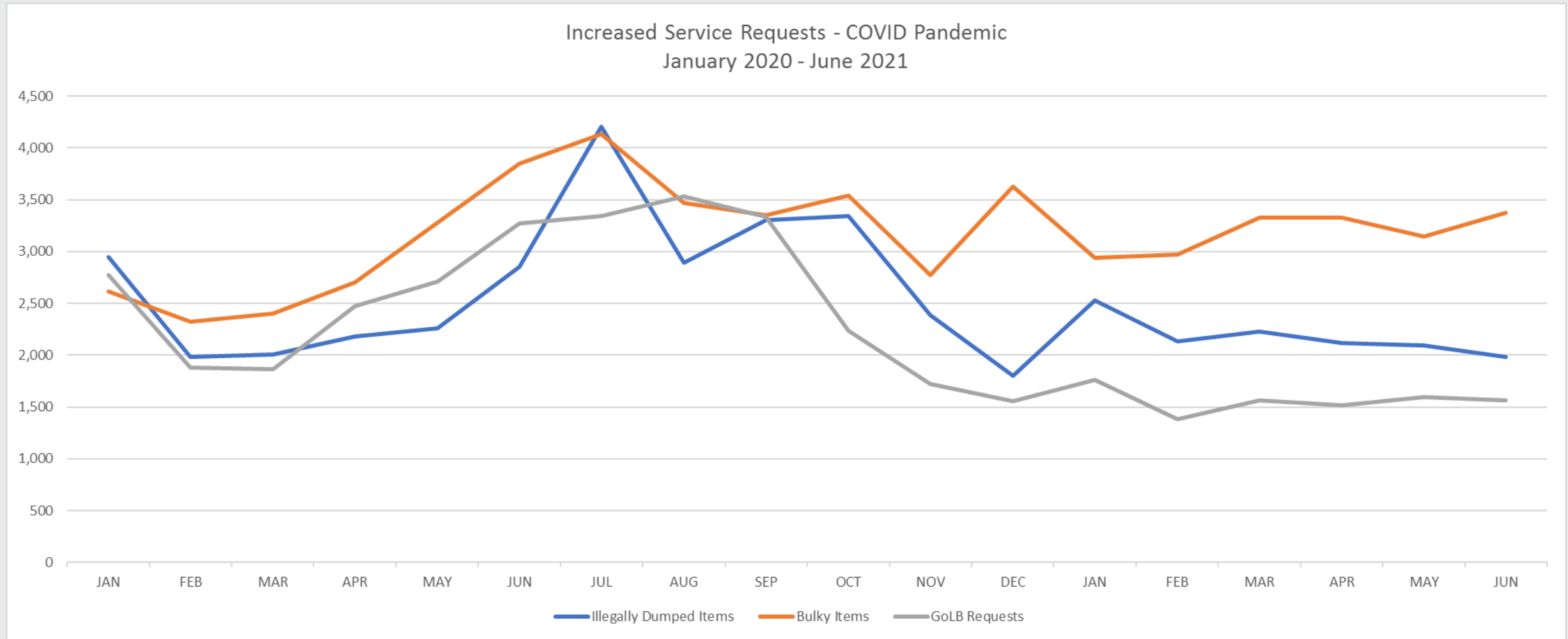
# COVID-19 Challenges

- COVID-19 Impacts
  - Staffing losses due to COVID-19 quarantine protocols
  - Furloughs
  - Clean Team members assisting Refuse Operation due to COVID-19 and furloughs
- Community Service Workers (CSW) unavailable during pandemic
  - FY 19 – 20,600 CSW hours utilized
  - FY 20 – 10,400 CSW hours utilized (approx. 50% decrease from FY 19)
  - FY 21 – 0 CSW hours utilized (October to June)
- Daily sanitization protocols
- 90% increase in Sick Leave usage in calendar year 2020 compared to 2019
- 30% increase in calls for service in from FY 19 to FY 20

# COVID-19 Challenges

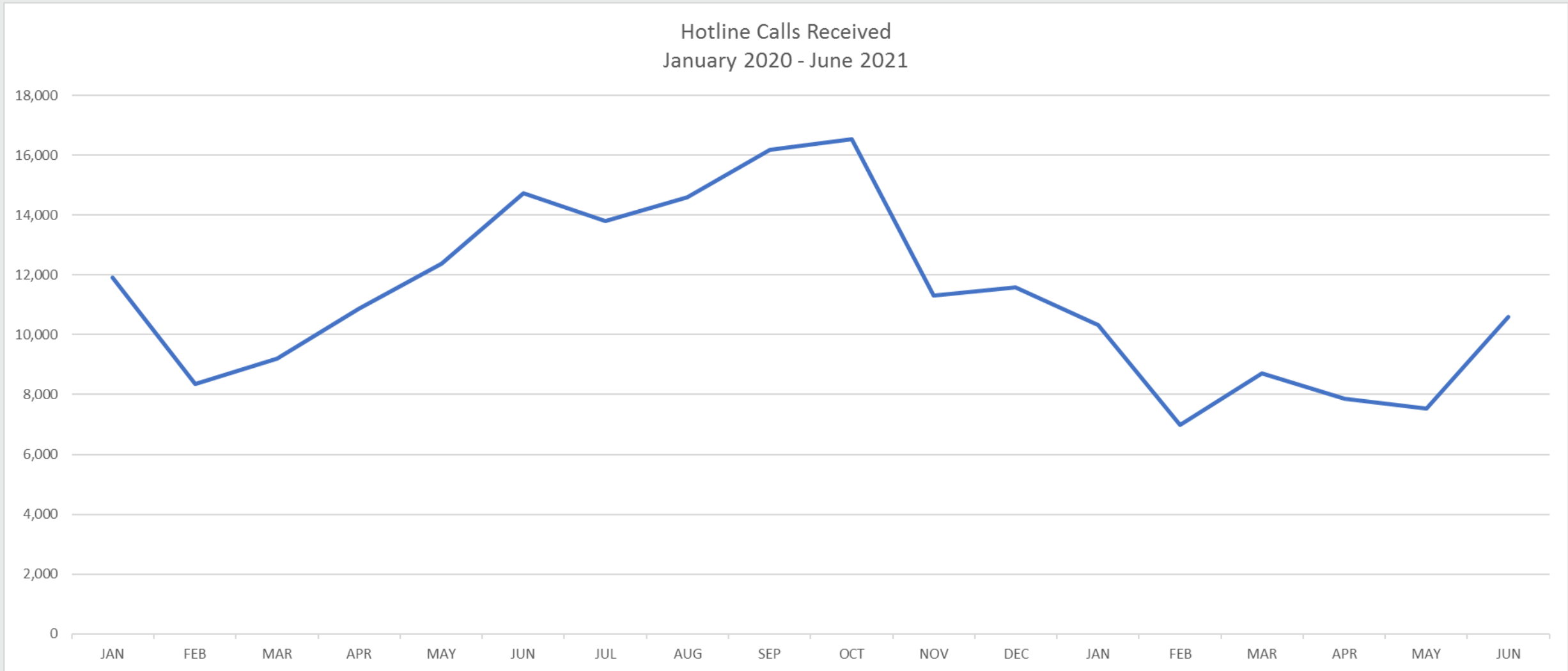
- 49% increase Refuse Hotline in calls for service
- 32% increase in Go Long Beach requests
- 22% increase in illegally dumped items reported
- 21% increase in special and bulky item collection requests
- 9% increase in residential/commercial refuse collected
- 3% increase in square footage of graffiti removed
- Increase in homeless encampments

# COVID-19 Challenges



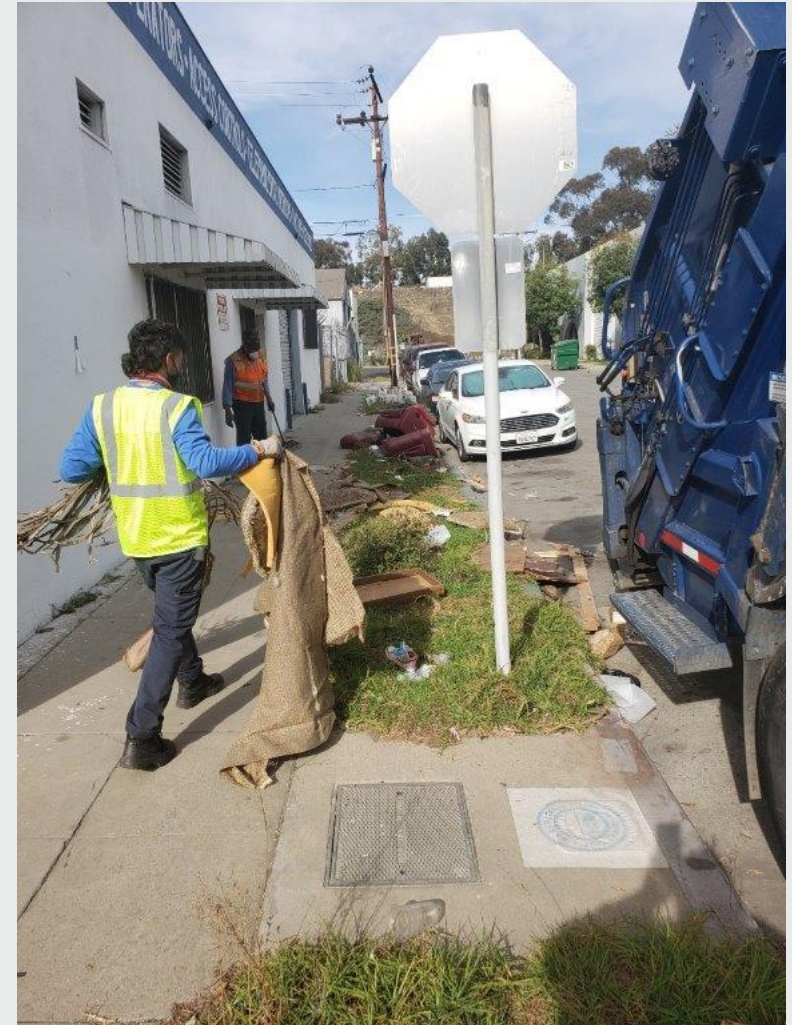


# COVID-19 Challenges

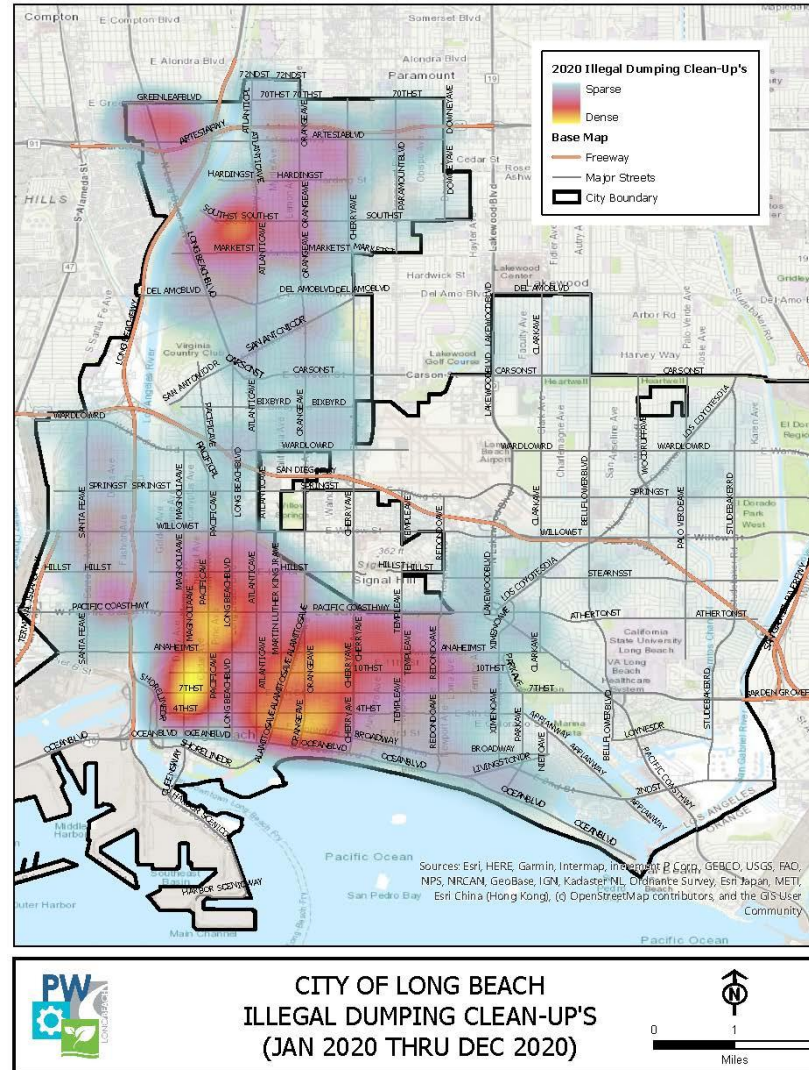


# Current Action Plan

- Deep Cleaning Events Performed Weekly
  - Debris removal, bulky item collection, graffiti abatement, weed abatement, bus shelter maintenance, code enforcement violations
- Partner with outside Agencies
  - Conservation Corps of Long Beach
  - Los Cerritos Wetland Stewards
  - Long Beach Transit



# Illegally Dumped Items Heat Map – Calendar Year 2020



# Next Steps for the Clean Team

## American Rescue Plan Act (ARPA) \$4,000,000

- Additional Staffing for 2 Years
  - 1 FTE Clerk Typist
  - 20 FTE Refuse Operator/Maintenance Assistant Non-Career
- Equipment
  - F-550 6-yard Rear Loader Refuse Truck
  - Skid Steer with Trailer
  - QuietVac Vacuum with Trailer
  - F-250 Pickup Truck
  - F-150 Pickup Truck
  - Pressure Washers

## Commercial and Residential Corridor Improvements

- Illegal Dumping
  - Add illegally dumped item collection crews
  - New equipment
  - Expand use of Conservation Corps of Long Beach and Los Cerritos Wetlands Stewards
- Litter Abatement
  - Additional support for neighborhood cleanups
  - Additional abatement crews
- Deep Cleaning
  - Increase frequency of events
  - Expand locations
- Promote Public Awareness

## Homeless Encampment Cleanups

- Staffing
  - Increase number of crews dedicated to homeless encampment cleanups
  - Perform more cleanups with additional staff
- Equipment
  - 6-yard refuse trucks
  - Pressure washers for cleanup services as needed
- Community Partners
  - Ocean Blue for HAZMAT collection
  - Conservation Corps
  - Los Cerritos Wetlands Stewards
- Community Dumpsters
  - Placed at select community encampments to contain waste
  - Reduce illegal dumping

## Street and Right-of-Way Improvements

- Removal of Impediments for Pedestrian and Bicycle Travel
  - Uneven sidewalks
    - Trip hazards
  - Encroaching trees and bushes
- Repaint Faded Curbs and Sidewalk Markings
- Replace Faded Signs

# Clean City Initiative – ARPA Funding

## Public Education and Outreach

- Residential
  - Continue to promote bulky item collection
    - Expanded to 12 free pickups a year
- Long Beach Unified School District
  - Reincorporate schools into cleanups
  - Educate students on refuse, recycling and composting
  - Encourage use of alternatives to single use plastics
- Environmental
  - Educate public on impacts
    - Household hazardous waste
    - Illegal dumping



# Clean City Initiative – ARPA Funding

## Public Education and Outreach (continued)

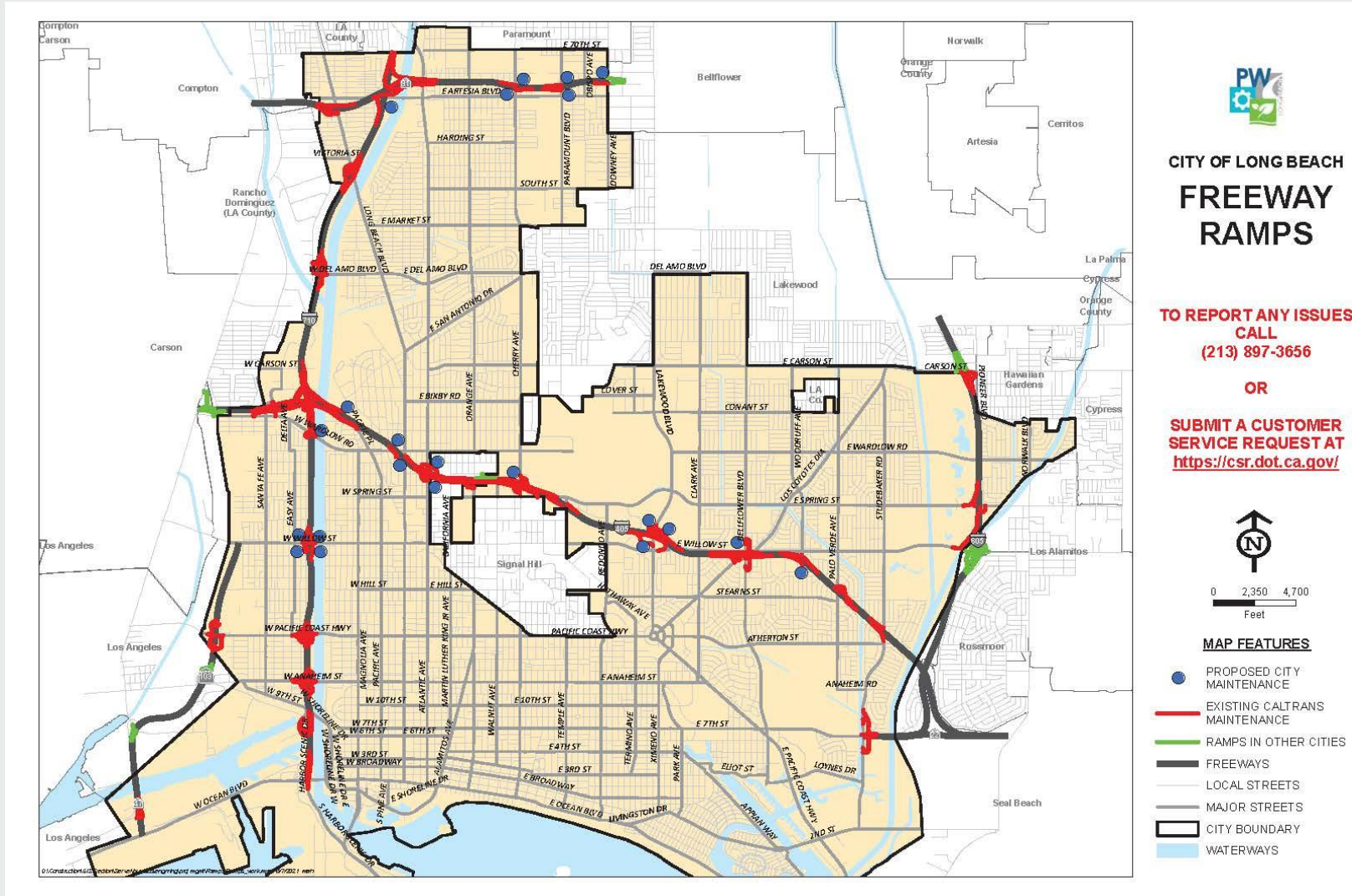
- Adopt-A-Street
  - Public Works sponsors 12 areas
- No Litter Zones
- How Can People Help?

# Clean City Initiative – ARPA Funding

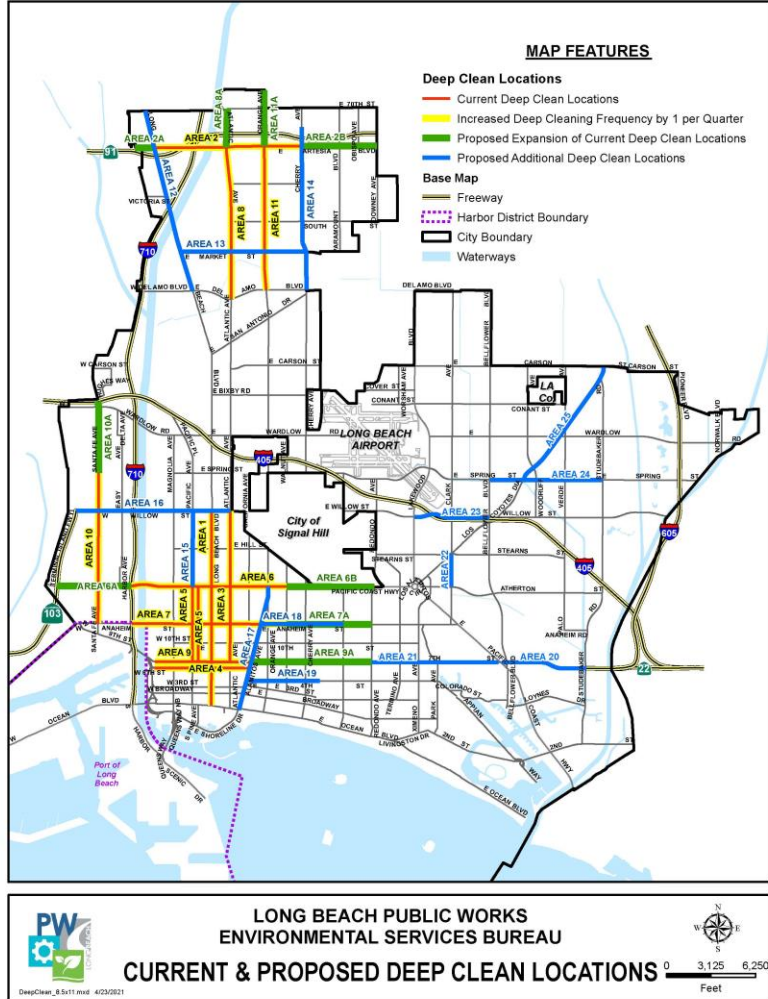
## Outside Agencies

- MOU with Caltrans at 22 Freeway Offramps
  - Homeless Encampment Cleanups
  - Illegally Dumped Item Collection
  - Litter Abatement
- MOU with LA County to address Homeless Encampments
  - Los Angeles River
  - San Gabriel River
  - Coyote Creek

# Proposed CalTrans MOU - 22 Freeway Offramps



# Deep Cleaning Locations – Current and Proposed



**Red** – Current Deep Cleaning Locations

**Yellow** – Increased Deep Cleaning Frequency

**Green** – Proposed Expansion of Deep Clean Locations

**Blue** – Proposed Additional Deep Clean Locations

# Deep Cleaning Locations – Current Expanded Locations

Current Deep Cleaning Locations	Expanded Locations
Long Beach Blvd – Ocean Blvd to Willow St.	
Artesia Blvd. – Long Beach Blvd. to Cherry Ave.	LB Blvd to Harbor & Cherry Ave. to Downey Ave.
Atlantic Ave. – 7th St. to Willow St.	
6th St. & 7th St. - Alamitos Ave. to the 710 FWY	
Pine Ave. & Pacific Ave. – 7th St to PCH	
PCH – 710 FWY to Walnut	710 to TI FWY & Walnut Ave. to Redondo Ave.
Anaheim St. – 710 FWY. to Walnut Ave.	Walnut Ave. to Redondo Ave.
Atlantic Ave. – Del Amo Blvd. to Artesia Blvd.	Artesia Blvd. to 70th St.
7 <sup>th</sup> St. – Alamitos Ave. to 710 FWY	Alamitos Ave. to Redondo Ave.
Santa Fe Ave. – Anaheim St. to Spring St.	Spring St. to 405/Wardlow St.
Orange Ave. – Del Amo Blvd to Artesia Blvd.	Artesia Blvd. to 72 <sup>nd</sup> St.

# Deep Cleaning Locations – New Locations

## New/Proposed Deep Clean Locations

Long Beach Blvd. - Del Amo Blvd. to Greenleaf Blvd.	4th St. - Alamitos Ave. to Junipero Ave.
Market St. – Long Beach Blvd. to Cherry Ave.	7th St. - PCH to Studebaker Rd.
Cherry Ave. - Del Amo Blvd. to 68th St.	7th St. - Redondo Ave. to PCH
Pacific Ave. - PCH to Willow St.	Clark Ave. -/Stearns St. to Atherton St.
Willow St. - TI FWY to Atlantic Ave.	Willow St, - Lakewood Blvd. to Bellflower Blvd.
Alamitos Ave. – Ocean Blvd. to PCH	Spring St, - Bellflower Blvd. to Studebaker Rd.
Anaheim St. – Temple Ave. to Alamitos Ave.	Los Coyotes Diagonal - Spring St. to Carson St.

## \$4,000,000 for Citywide Cleanup – 2 Years

- Short-Term Solution to Help with Citywide Cleanliness
  - Additional Staff and Equipment
  - Litter Abatement
  - Homeless Encampment Cleanups
  - Expanded Frequency of Deep Cleanings
  - Enhanced Public Education
  - Increase Service Request Efficiencies



**Questions?**

**Thank you**

**Diko Melkonian**

**Manager, Environmental Services Bureau**